

Message Text

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ACTION EUR-12

INFO OCT-01 EB-08 ISO-00 ICA-20 PA-02 /043 W
-----013821 140653Z /10

R 131515Z JUL 78
FM AMEMBASSY BONN
TO USDOC WASHDC
INFO SECSTATE WASHDC 0203
USMISSION USBERLIN
AMEMBASSY BERN
AMCONSUL BREMEN
AMEMBASSY BRUSSELS
AMEMBASSY COPENHAGEN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMEMBASSY THE HAGUE
AMCONSUL HAMBURG
AMEMBASSY HELSINKI
AMEMBASSY LONDON
AMCONSUL MUNICH
AMEMBASSY OSLO
AMEMBASSY PARIS
AMEMBASSY STOCKHOLM
AMCONSUL STRASBOURG
AMCONSUL STUTTGART
AMEMBASSY VIENNA

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USDOC FOR FBP PROJECT OFFICER: MR. DONALD T. JONES
FRANKFURT ALSO FOR USTS

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJ: FOREIGN BUYERS PROGRAM (FBP) MINING SHOW LAS VEGAS
OCTOBER 9-12, 1978: STATUS REPORT THREE

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REF: (A) BONN 06389, (B) BERN 1697 (NOTAL), (C)
USDOC 07416 (NOTAL), (D) BONN 09028, (E) USDOC 09782

1. SUMMARY: FIRST MAILOUT BY HAPAG-LLOYD STUDIEN-
REISEN TRAVEL AGENCY (H-L) FRANKFURT ON MAY 9, 1978
SENT 2,500 LETTERS TO POTENTIAL SHOW VISITORS THROUGH-
OUT GERMANY AND NORTHERN EUROPE. SECOND MAILOUT BY

EMBASSY BONN WENT TO 1,700 GERMAN ADDRESSES ONLY
JUNE 5 - 19, 1978. TO DATE H-L HAS 60 EXPRESSIONS
OF INTEREST PLUS FIVE FIRM BOOKINGS. ACTION REQUESTED:
(A) USDOC PLS URGE SHOW ORGANIZER SEND ADDITIONAL
PROMOTIONAL LITERATURE TO HELP RECRUIT TRIP;
(B) POSTS IN GERMANY: PLEASE SEND EMBASSY BY JULY 28
NAMES AND PHONE NUMBERS OF GERMAN PARTIES WE SHOULD
CONTACT BY PHONE; (C) BERN AND OTHER EUROPEAN
ADDRESSEES: PLS. ADVICE STEPS YOU ARE TAKING OR
ACTION YOU WOULD LIKE EITHER H-L OR BONN TO TAKE.
END SUMMARY.

2. THIS IS THIRD STATUS REPORT ON GROUP TRIP BEING
ORGANIZED TO LAS VEGAS MINING SHOW BY H-L STUDIEN-
REISEN FRANKFURT, QUARTERBACKED AND ESCORTED BY
AMEMBASSY BONN, AND ACTIVELY SUPPORTED BY ALL POSTS
IN GERMANY AND BY AMEMBASSY BERN.

3. FIRST MAILOUT TO 2,500 FIRMS WAS MADE BY H-L ON
MAY 9, 1978 TO POTENTIAL SHOW VISITORS IN FRG,
SWITZERLAND, AUSTRIA, SWEDEN, DENMARK AND NORWAY.
SECOND MAILOUT BY EMBASSY TO 1,700 ADDRESSES IN
GERMANY ONLY TOOK PLACE JUNE 5-19. SECOND MAILOUT
INCLUDED SUPPORTING LETTER FROM EMBASSY COMMERCIAL
COUNSELOR AND MULTI-LANGUAGE BROCHURE FROM US SHOW
ORGANIZER. NEARLY TWENTY GERMAN TRADE ASSOCIATIONS
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ARE ALSO CANVASSING SUPPORT FROM THEIR MEMBERSHIPS
TO JOIN THE GROUP TRIP WHICH TAKES PLACE OCTOBER 7-16,
1978 (COST \$1,500). BOTH "AUMA" (GERMAN COUNCIL FOR
TRADE FAIRS AND EXHIBITIONS) AND LUFTHANSA (GROUP'S
CARRIER) ARE ALSO PROMOTING TRIP. OUR GOAL REMAINS
30 - 50 GERMAN/EUROPEAN BUSINESSMEN. TO DATE H-L

HAS RECEIVED 60 EXPRESSIONS OF INTEREST IN REPLY TO
FIRST MAILOUT, PLUS FIVE FIRM BOOKINGS.

4. GAME PLAN TO DATE SUMMARIZED:
TOTAL OF THIRTY-FIVE WORKING DAYS REMAIN UNTIL THE
LAST BOOKING DATE ON SEPTEMBER 1, 1978.

AS OF JULY 13, 1978 - TWO SEPARATE MAILOUTS WITH
TOTAL OF 4,000 LETTERS HAVE GENERATED 60 EXPRESSIONS
OF INTEREST AND FIVE COMMITMENTS TO TRAVEL.

5. GAME PLAN FOR FUTURE:
(A) END JULY - ICA PREPARES PRESS RELEASE FOR
DISTRIBUTION TO MEDIA.

(B) BEGINNING AUGUST SEVENTH EMBASSY BEGINS KEY PROSPECTS.
EMBASSY WILL SEND COPIES OF CARDS REPLYING TO H-L BY GERMAN FIRMS TO APPROPRIATE POSTS FOR FURTHER FOLLOW UP (T.O.S, PLANNED VISITS) AS POST JUDGES

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INFO OCT-01 ISO-00 EB-08 PA-02 ICA-20 /043 W
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R 131515Z JUL 78
FM AMEMBASSY BONN
TO USDOC WASHDC
INFO SECSTATE WASHDC 0204
USMISSION USBERLIN
AMEMBASSY BERN
AMCONSUL BREMEN
AMEMBASSY BRUSSELS
AMEMBASSY COPENHAGEN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMEMBASSY THE HAGUE
AMCONSUL HAMBURG
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APPROPRIATE.

(C) AUGUST 23-31 - ANALYZE ACCEPTANCES AND MAKE
FINAL INTENSIVE TELEPHONE CALLS TO PROSPECTS WHO HAVE

NOT YET COMMITTED THEMSELVES.

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(D) SEPTEMBER 1-5 - RECRUITING ENDS.

(E) SEPTEMBER 10 - EMBASSY BONN SENDS WRAP UP
REPORT TO USDOC, GIVING (A) NAMES, TITLES AND
ADDRESSES OF PARTICIPANTS, (B) INDICATION OF INTEREST
IN SPECIFIC PRODUCTS, (C) COMMERCIAL PROFILES.

(F) OCTOBER 7, 1978 - GROUP WITH EMBASSY ESCORT
LEAVES FRANKFURT BY AIR. LIVE PRESS COVERAGE.

6. ACTION REQUESTED:

(A) USDOC: REMIND SHOW ORGANIZER FREQUENTLY OF
EMBASSY'S URGENT NEED FOR STEADY FLOW OF PRESS
RELEASES, ETC.

(B) POSTS IN GERMANY: SEND BONN BY FRIDAY JULY 28
NAMES, ADDRESSES AND TELEPHONE NUMBERS OF KEY PROSPECTS
FROM YOUR AREA.

(C) BERN AND OTHER NON-GERMAN ADDRESSES IN EUROPE:
WE WOULD BE GRATEFUL FOR YOUR COMMENTS ON OUR
PROPOSALS AND WOULD BE HAPPY TO LEARN ANY STEPS YOU
INTEND TAKE TO MAKE THIS PROJECT A SUCCESS.
STOESSEL

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Message Attributes

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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
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